AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 2, line 21 and ending on page 3, line 2 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

A content segment may be or include many things such as, for example, educational content, an advertisement, survey, image, multimedia file, sound or audio file, video file, rich media file, text or other information, etc. A display of a content segment by a device may include an audio component and/or a visual component. Thus, in some embodiments, a device may display a content segment by visually displaying the content segment on a screen. In other embodiments, a device may display a content segment by playing a music, voice or other sound segment or file. In some embodiments, two or more content segments provided to device and/or displayed by a device may be thematically related. For example, two or more of the content segments may be related to the same subject such as, world geography, botany, basketball, astronomy, scuba diving, Civil War history, etc.

Please replace the paragraph beginning on page 12, line 4 and ending on page 12, line 10 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

A request for one or more content segments may include information regarding a communication channel for delivery of ~~on~~ one or more content segments; information regarding a desired or expected format for one or more content segments; information regarding a recipient (e.g., identifier, name, preference information, demographic information) of one or more content segments; information regarding a device (e.g., an identifier, technical capabilities) receiving, storing and or displaying one or more content segments; etc.

Please replace the paragraph beginning on page 12, line 25 and ending on page 13, line 14 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

In some embodiments, selection of one or more content segments may be based on a device associated with a potential recipient or a communication channel available to the device.

For example, in some embodiments, a device or recipient or other entity may request, identify, select or otherwise determine a content segment based on the communication channel established between the recipient's device and the server or other device implementing the method 100 or serving the content segments. For example, if the communication channel between a device providing a content segment and a device receiving the content segment is a low bandwidth or slow communication network or line, the content segment indicated or selected may include only text information or simple graphics to allow the content segment to be transmitted quickly via the communication channel. Alternatively, if the communication channel between the devices is a high bandwidth or fast communication network or line, the content segment may include animations, complex graphics, rich media, music or other sound files, etc. Thus, in some embodiments, a device transmitting or receiving a content segment, a recipient, or some other device or party may determine the communication channel capacity or capabilities between the device receiving the content segment and the device providing or transmitting the content segment and/or determine one or more attributes of a receiving or sending device (e.g., ability to visually display images, ability to play sound files, capacity to store files).

Please replace the paragraph beginning on page 22, line 6 and ending on page 22, line 23 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

The method 150 includes the step 102 as previously discussed above. In addition, the method 150 includes a ~~sep~~ <u>step</u> 152 during which a portion of software is determined. The software may be an operating system, software application (e.g., word processing program, spreadsheet program, browser), Java script, applet, or any other type of code, computer program, or list or set of computer instructions. In some embodiments, the software may be executable. In some embodiments, a device or entity implementing the method 150 or the step 152 may determine the portion of software during the step 152 by receiving or retrieving the portion of software from another device or entity, a database, etc. For example, a device or entity implementing the method 150 may receive the portion of software from a software developer that wants to incorporate one or more content segments into the software or otherwise associate or bundle one or more segments with the portion of software. In some embodiments, a device or entity implementing the method 150 or the step 152 may receive data indicative (e.g., a link,

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URL) of a location of the portion of software prior to retrieving, downloading or receiving the software. Information regarding one or more portions of software may be stored in or accessed from a software information database. In some embodiments of the method 150 and the other methods disclosed here, the portion of software determined during the step 152 may be limited to executable software.

Please replace the paragraph beginning on page 25, line 10 and ending on page 26, line 3 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

In some embodiments of the method 150 or other methods disclosed herein, a display of a content segment by a device may last for a limited period of time. The length of time may be based, in whole or in part, on ~~may~~ many things such as, for example: the number of times one or more content segments has been displayed by the device, the rate of display of one or more content segments by the device, demographic information of a recipient associated with the device, storage or other technical capabilities or operational features of the device, the type or nature of the portion of software, etc. In some embodiments, a relationship or other bundling may be established between a portion of software and a content segment such that the content segment can or will be displayed a minimum, maximum, finite, or random number of times by a device in conjunction with the portion of software. In other examples, a content segment may be displayed by a device at regular time intervals or at random, at the request of a user of the device, as or as part of a screen saver for the device, at a regular interval or random number of keystrokes or data entries made by a user, every time a user uses or accesses a specific feature of the device or the portion of software associated or bundled with the content segment, the occurrence of an external event (e.g., Thanksgiving, a sale at a particular store, a restaurant opening, an overstock or oversupply of a product), etc. As another example, display of a content segment by a device may be governed in whole or in part by a usage pattern of a user. More specifically, the content segment may be displayed by a device every time the user hits or enters a specific set of keys, commands or data, every time the device or portion of software is idle or unused for a minimum period of time, every time the user hits a key or makes an entry after the device or portion of software has been idle or unused for a minimum period of time, etc.

4

Please replace the paragraph beginning on page 26, line 26 and ending on page 27, line 10 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

In some embodiments, a benefit may be based on one or more of the following: feedback, answers or other responses from a recipient regarding a content segment, a device, or a portion or software; a time of day; a month or season of year; a day of week; a number of updates to a portion of software and/or an content segment requested by or provided to a recipient; a demographic or biometric characteristic or measurement of a recipient; a previous recipient reaction to a content segment; amount or quality of feedback or other information provided by a recipient; one or more previous content segments viewed; a number of advertisements displayed by a device during a time period; an action taken by a recipient in response to a content segment; a monetary amount or rate associated with a content segment; a status or social index associated with a recipient; a price associated with a portion of software; a number of displays of a content segment by a device; a length of time a content segment is displayed by a device; a number of times a portion of software is operated with a device; a length of time a portion of software is operated with a device; etc.